

ABSTRACT OF THE DISCLOSURE

A method and system for providing online comparison shopping are disclosed. The system provides online comparison shopping through a designated website accessible by a user via a communication network such as the Internet.

5 The method includes the steps of compiling a shopping list identifying specific items to be purchased, receiving optimization criteria specified by the user, optimizing, by the system, the shopping list based on the optimization criteria to produce an optimal shopping order, and displaying the optimal shopping order to the user if the optimal shopping order exists.

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